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WHAT IS CLAIMED IS:

1. A composition and process for a qualitative or quantitative one-step, two-site, tag/anti-tag or competitive non-bibulous lateral flow (immunochromatographic) assays for analytes in body fluids comprising chemically modified proteins for blocking and/or dispersing agents in conjunction with additives eliminating non-specific interference with the detection agents and/or binding partner caused by endogenous polypeptide constituents.